



# Every Baby Matters



Look inside for lots of useful information and advice about looking after you and your baby's health.

Your midwife, health visitor or GP can support and advise you on any of these issues - just show them the booklet and ask!

It's also good to look at the NHS 'pregnancy care planner'. Visit: [www.nhs.uk](http://www.nhs.uk) and search for 'pregnancy care planner'.



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working in partnership

## Before you get pregnant, try to be as healthy as possible



Your own health is always important and if you are thinking about having a baby you want to be as healthy as possible

## Key messages/advice to share and pass on

### Folic acid and vitamin D

- Take folic acid every day when planning to get pregnant – available from chemists
- Speak to your GP if you have epilepsy, diabetes or a family history of spina bifida as you may need an increased dose of folic acid
- Many people lack vitamin D, ask your pharmacist about taking a vitamin D supplement to boost your levels before getting pregnant

### Healthy weight

- BMI of over 30 before you get pregnant will increase the health risks to you and your unborn child
- A healthy, well balanced diet low in fat and sugar is recommended
- Staying fit and taking regular exercise will increase your chances of a healthy pregnancy

### No smoking

- Don't smoke and keep your home smoke free
- Quitting smoking is more successful with support. For help and advice about stopping, contact the stop smoking service on **01274 437700** or email [stopsmokingservice@bradford.gov.uk](mailto:stopsmokingservice@bradford.gov.uk)

### Alcohol

- Avoid alcohol if you are planning to become pregnant
- Partners can help by cutting down or stopping drinking alcohol

### Immunisations and tests

- Make sure you have had your 3-in-1 measles, mumps and rubella (MMR) vaccination
- Ask your GP about a simple blood test for rubella

### Genetics

- Talk to your GP if you think that a child in your own or your wider family may have been affected by an inherited disorder. Your GP can help you to assess the risks and, if necessary, can refer you to a genetic counsellor
- Ask your GP about a simple blood test for thalassemia and sickle cell anaemia

### As soon as you are pregnant

- Book early and directly with your midwife

## Key messages/advice to share and pass on

### Pregnancy

Book early and directly with a midwife and keep your antenatal appointments.

- Bradford midwives can be contacted on: **01274 364502** or email: **needamidwife@bradfordhospitals.nhs.uk**
- Airedale midwives can be contacted on: **01535 292120**

### No smoking

Don't smoke and keep your home smoke free.

### Healthy eating

A balanced diet for all the family reduces the chance of obesity for everyone.

Take Healthy Start vitamins, which include vitamin D, especially during pregnancy and breastfeeding. Your midwife will provide you with vitamins during your pregnancy.

Give your baby Healthy Start vitamin drops. Your health visitor will provide these for you.

### Immunisations

Make sure you have had your 3-in-1 measles, mumps and rubella (MMR) vaccination.

Make sure your child receives all their vaccinations on time.

### Bond with your baby

Bond with your baby and support their emotional wellbeing by skin-to-skin contact, smiling, talking, baby massage and responding to their needs. Talk to your midwife or health visitor for advice.

### Keep your children safe

Prevent cot death by putting babies on their back to sleep and not overheating.

The safest place for your baby to sleep is in a cot, in a room with you, for the first six months.

For more information look at [www.fsid.org.uk](http://www.fsid.org.uk) and look for the leaflet *Caring for your baby at night – a guide for parents*.

Use a care seat and home safety equipment.

**Meeting up  
with your  
midwife as  
early as  
possible is  
important**



**Want more  
information and  
advice?**

**Pregnant women  
and mums should  
speak to their  
midwife or health  
visitor**

# Breast milk is the best milk

## Key messages/advice to share and pass on

**How you choose to feed your baby is a really important decision.**

- Breast milk is packed full of disease fighting antibodies which your body produces and these can't be added to formula milk
- Breast milk is the best nutrition for your baby and helps them to grow at the right rate and to fight infections
- Breastfeeding helps you to bond with your baby and for your baby to feel safe with you

## Every day of mum's milk makes a difference to your baby's health

To get breastfeeding off to the best start, these things will help:

- Hold your baby in skin-to-skin contact as soon as possible for as long as you both feel comfortable
- Offer your baby lots of opportunities to feed in the early days, especially if he/she is sleepy. Keeping your baby close will help you recognise early feeding cues
- Ask your midwife to show you how to position your baby at your breast for easier feeding
- Get help from someone who can show you how to recognise that your baby is feeding effectively
- If breastfeeding becomes a problem - get help to continue from midwives, health visitors or your children's centre
- Don't be tempted to offer your baby teats, bottles and dummies while your baby is learning to breastfeed. Introducing these might confuse your baby and make him less likely to breastfeed
- Don't be tempted to give your baby other foods/drinks, before about six months, as this will reduce the number of times your baby stimulates your milk and will reduce the protective effects of breast milk
- Remember - breastfed babies need vitamin D in the form of Healthy Start drops

## Getting help

It isn't normal to have sore, cracked or bleeding nipples – these are just some of the signs that breastfeeding isn't going well and you should seek help.

For more support and advice in Bradford you can ring the infant feeding co-ordinators on: **01274 364583** or: **01535 292383**.

You can also call the National Breastfeeding helpline on:

**0300 100 02128** (local call rate applies)



Want more information and advice?  
Pregnant women and mums should speak to their midwife or health visitor

## Key messages/advice to share and pass on

### Planning for a baby?

Take folic acid, eat healthily, be a healthy weight before you get pregnant and it's best not to drink at all.

### Manage your weight

Try to manage your weight before and between pregnancies - obesity is a risk for mum and baby.

### Eat healthily

Eat healthily in pregnancy and follow food safety advice. No need to 'eat for two', avoid 'faddy' diets.

### Healthy Start vitamins

Under the Healthy Start scheme, pregnant women or families with children under four could qualify for help with fresh food, vitamins and infant formula milk.

Healthy Start vitamins contain vitamin D and folic acid. Take them for your baby's health during pregnancy and breastfeeding and give your baby Healthy Start vitamin drops. To find out if you qualify and for more details of the scheme, visit:

[www.healthystart.nhs.uk](http://www.healthystart.nhs.uk) or call: **0845 607 6823**. Ask your midwife or health visitor about Healthy Start.

### Breast is best

Breast is best for mum and baby. It has many health benefits for both you and your baby.

### Follow food safety advice

Prepare food and milk for your baby safely: ask your midwife or health visitor for advice.

### Start weaning at about six months

Babies are not ready to start solid food until about six months of age - but don't leave it later. Ask your health visitor for advice on how to start.

### Online information

Reliable information on healthy eating, food safety and eating in pregnancy can be found on: [www.nhs.uk](http://www.nhs.uk)

- search for 'pregnancy'. Staff passing on food and nutrition information to parents can get further information and advice from the Bradford dietitian helpline on: **01274 783124**.



Want more information and advice?  
Pregnant women and mums should speak to their midwife or health visitor

## Protect you and your baby from the harm of smoking



For help and advice to stop smoking contact the stop smoking service on 01274 202793 or text mum2b on 88020. You can also talk to your midwife, health visitor practice nurse or pharmacist

## Key messages/advice to share and pass on

- Protecting your baby from tobacco smoke is one of the best things you can do to give your child a healthy start in life
  - Cigarettes restrict the essential oxygen supply to your baby, so their heart has to beat harder every time you smoke
  - Smoking can increase your risk of miscarriage and ectopic pregnancy
  - It's never too late to stop. Every cigarette smoked in pregnancy harms the unborn baby
  - The sooner you stop, the better
  - Stopping even in the last few weeks of pregnancy can be beneficial
  - If your partner or anyone else who lives with you smokes, their smoke can affect you and baby both before and after birth
  - Second-hand smoke can cause low birth weight and cot death
  - Babies whose parents are smokers are more likely to be admitted to hospital for bronchitis and pneumonia during the first year of life
  - You can also talk to your midwife, health visitor, practice nurse or pharmacist
  - As soon as you do stop, you and your baby will start to feel the benefits
- Quitting smoking is more successful with support. For help and advice about stopping, contact the stop smoking service on **01274 437700** or email [stopsmokingservice@bradford.gov.uk](mailto:stopsmokingservice@bradford.gov.uk)

## Key messages/advice to share and pass on

### Alcohol

- Drinking when pregnant can damage an unborn baby
- It's best not to drink at all during pregnancy or when you are trying to get pregnant
- The more you drink the more damage you could do to your unborn baby
- If you are worried about your drinking, call the numbers below for confidential advice and support

### Non-prescribed drugs

- Some medicines, including common painkillers, and some 'natural' remedies can harm your baby's health, but some are safe
- You should always check with your doctor, midwife or pharmacist before taking any medicine
- Illegal drugs (street drugs), such as cannabis, ecstasy, cocaine and heroin can harm your baby. If you use any of these drugs it's important to talk to your maternity team straight away so they can give you advice and support to help you stop. They can also refer you to additional support

**Reducing the number of women who use high levels of alcohol and/or non-prescribed drugs in pregnancy**

**For Bradford drug and alcohol treatment, advice and information, contact the confidential Bradford substance misuse service and information helpline on 0845 0508465 or visit [www.bradfordrecoveryssystem.org.uk](http://www.bradfordrecoveryssystem.org.uk) which includes an online directory of local services. For help with alcohol problems contact Piccadilly Project (Bradford) on 01274 735775 or Project 6 (Keighley) on 01535 610180. Or you can talk confidentially to your midwife or health visitor**



# Be genetics

## Want more information and advice?

Talk to your GP



## Key messages/advice to share and pass on

- Families from all communities can be affected by genetic disorders
- We know more about genes today than we used to, so it's right that we have access to information and services if we need them
- There are many health problems associated with genes, but in infant health there is particular concern with problems caused by recessive genes
- Common examples of these types of conditions include cystic fibrosis, sickle cell disease, thalassemia and some neurological and metabolic diseases
- For conditions caused by recessive genes, the risk is higher in families with a marriage to a close relative, eg: a cousin, as it's more likely they both carry the same gene
- It's important to note that most children born to cousins are healthy and unaffected but babies born to parents who have the same recessive gene are at a higher risk of being born with an inherited health problem and some rare recessive conditions can prove fatal
- Talk to your GP if you think that a child in your own or your wider family may have been affected by an inherited disorder. Your GP can help you to assess the risks and if necessary book you an appointment with a genetic counsellor
  - A genetic counsellor will be able to get a more rounded picture about your risk of genetic problems and what your choices are around this
    - Genetics affect us all, the more we understand the issues and the risks, the more we will be able to make informed choices

## Online information

Useful websites for more information include:

[www.nhs.uk/conditions/genetics](http://www.nhs.uk/conditions/genetics)

[www.geneticalliance.org.uk](http://www.geneticalliance.org.uk)

[www.cafamily.org.uk](http://www.cafamily.org.uk)



## Key messages/advice to share and pass on

### Improving housing standards

Living in poor quality housing can harm a child's development.

The council's housing service works with landlords and tenants to improve the quality of rented accommodation through a combination of education, encouragement and, where necessary, enforcement.

If you are homeless or in housing need call the Housing Options team on: **0845 141 6666**.

If you are living in private rented accommodation and have concerns about the standard of your home call: **01274 433531**.

If you own your own home and would like information on how to maintain it, visit the council's website at:

**[www.bradford.gov.uk/bmdc/housing/housing\\_repairs\\_and\\_renovation](http://www.bradford.gov.uk/bmdc/housing/housing_repairs_and_renovation)**

### Housing and training/employment advice for young people

Housing Options Service for Young People (TCOY) provides a free and confidential service designed to help young people aged 16-25 who have housing problems. The service also offers young people help to access training and employment.

To access this service contact Open Moves on: **0845 141 6666** or call in at City House, Cheapside, Bradford BD1 4HR.

### Access to affordable finance

Avoid loans with excessive interest by joining a credit union. The Bradford & District Credit Union operates from council offices.

Contact Bradford District Credit Union on: **01274 434100**, email: **[credit.union@bdcu.co.uk](mailto:credit.union@bdcu.co.uk)** or visit: **[www.bdcu.co.uk](http://www.bdcu.co.uk)**

### Money problems? Get help and advice

If you've got debt problems or other money worries, you can get free advice about money problems from local advice centres, including the Citizens' Advice Bureau. Find out where at:

**[www.divabradford.org.uk/advice-services](http://www.divabradford.org.uk/advice-services)**

## Help with housing, training and finance



# Mental Health and wellbeing is important too!

If you're worried about your mental wellbeing, or think you may be affected by post-natal depression or low-self-esteem, there are plenty of ways to get help. Your GP, midwife and health visitor can give you advice and information or visit [www.mentalhealthinbradford.nhs.uk](http://www.mentalhealthinbradford.nhs.uk)

## Key messages/advice to share and pass on

Here are some ways to look after your mental health.

**Connect...** don't let pregnancy or a baby stop you connecting with people - family, friends, colleagues and neighbours; at mother and toddler groups, at baby massage classes and infant feeding cafes in your local community. Bradford Media Museum has specific film showings for mothers and babies – look at: [www.nationalmediamuseum.org.uk](http://www.nationalmediamuseum.org.uk) and search 'Watch with Baby'.

**Be active...** exercising during pregnancy makes you feel good and can boost your self-esteem – check with local centres for 'preercise' classes and think about walking and swimming with your baby.

**Take notice...** be curious, be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you.

**Be mindful...** of your emotional responses to events without necessarily reacting on them.

**Eat well...** a diet that's good for your physical health is also good for your mental health. See the page on eating well during and after pregnancy.

**Drink sensibly...** it's best not to drink at all during pregnancy and to keep alcohol to a minimum when breastfeeding.

### Keep learning...

having a baby is a challenge from which you can learn a lot about yourself and the world around you. Learning new things will make you more confident as well as being fun.



# Children's centres for families with young children

## Key messages/advice to share and pass on

Bradford children's centres and many community centres can help you with all the information included in this leaflet. They are all open to families with children under five and parents-to-be. They are a central place where you and your children can visit and get advice on:

- Childcare
- Early education
- Family and parenting support
- Health services
- Employment advice

To find out what's going on in a centre near you, call the Families Information Service on: **01274 437503** or visit: **[www.bradford.gov.uk/childrenscentres](http://www.bradford.gov.uk/childrenscentres)**

There are a number of community based organisations and projects that support mothers and young children - to find out more, look in the Bumps to Babies directory.

This directory lists many of them – make use of it to add to the services from your midwife or health visitor.

To see the directory, visit: **[www.healthpartnership.org.uk](http://www.healthpartnership.org.uk)**

Children's centres and community groups can help with many aspects of being pregnant and having a young child - healthy eating, breastfeeding, stopping smoking, mental wellbeing, home safety and welfare advice.

**Born in Bradford.** If your baby is part of the Born in Bradford project, it's really important to keep in touch with the team. With your help we can make Bradford a healthier place. Visit: **[www.borninbradford.nhs.uk](http://www.borninbradford.nhs.uk)** for more information.



# Useful numbers for further information

**Benefits:** call customer services on **01274 431000**

**Bevan Healthcare:** advice and support centre for the homeless and asylum seekers - **01274 322400**

**Citizens Advice Bureau:** **0844 111 444** or [www.divabradford.org.uk](http://www.divabradford.org.uk)

**Bradford Families Information Service:** **01274 437503**

**National Domestic Violence Helpline:** **0808 200 0247**

**Home safety equipment:** **01274 437979**

**Home-Start:** advice and support for families with young children or expecting a baby **01274 666711**

**Housing advice:** Open Moves - **0845 141 6666**

**Housing standards:** help and advice for people living in private rented accommodation **01274 433531**

**Lone parent support:** **0808 802 0925**

**NHS 111:** for advice about healthcare telephone **111**

**NSPCC:** **01274 769800**

**PALS:** NHS patient advice and liaison service - **01274 364021**

**Police:** for non-emergency number telephone **101**

**Relate:** counselling for couple and singles **01274 726096**

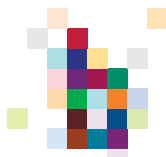
**Samaritans:** 24-hour helpline for the depressed, distressed and suicidal - **08457 909090**

**Children's Services:** **01274 437500**

**Working Tax Credit:** for families with low income: **0845 300 3900**

**NHS Choices:** to find a GP, dentist or hospital near you telephone **111** or visit [www.nhs.uk](http://www.nhs.uk)

The wording in this publication can be made available in other formats such as large print and Braille. Please call 01274 432020.



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